

**In the Claims:**

1. (currently amended) An electronic display system comprising:
  - at least one electronic display apparatus, the at least one electronic display apparatus comprising
  - an electronic non-volatile display device which is able to retain an image after power is switched off, whereby the display device has the form of an endless loop and the displayed image is composed by a certain number of pixels,
  - a display driver circuit,
  - a printhead, fed by the driver circuit and including a plurality of electrodes arranged in one or more rows, whereby the number of electrodes is lower than said number of pixels,
  - a storage means to store locally to the at least one electronic display apparatus a content of at least one image to be displayed on the at least one electronic non-volatile display device,
  - transferring means for transferring the content of the at least one image from the local storage means to the display driver circuit for displaying the at least one image on the electronic non-volatile display device, and
  - a connecting means to connect the electronic display system to a network central processor,
  - whereby the electronic display system has a first viewable face and optionally a second viewable face.
2. (original) An electronic display system according to claim 1, furthermore comprising a power supply.
3. (original) An electronic display system according to claim 1, furthermore comprising a diagnostics unit for sensing health conditions of the at least one

electronic display apparatus, and for transmitting a signal representative of the sensed health condition to the network central processor.

4. (original) An electronic display system according to claim 1, wherein the network central processor is a server that provides dynamic content to the at least one electronic non-volatile display device.

5. (original) An electronic display system according to claim 1, wherein the means to connect the at least one display apparatus to a network central processor comprises a wired connection.

6. (original) An electronic display system according to claim 1, wherein the means to connect the at least one display apparatus to a network central processor comprises a wireless connection.

7. (original) An electronic display system according to claim 1, wherein the means to connect the at least one electronic display apparatus to a network central processor comprises a receive and transmit unit.

8. (original) An electronic display system according to claim 1, wherein the electronic non-volatile display device comprises passive display material.

9. (original) An electronic display system according to claim 8, wherein the passive display material comprises any of electrophoretic materials, electrochromic materials, cholesteric and nematic bistable LCD materials or bichromal bead materials.

10. (original) An electronic display system according to claim 1, wherein the means for storing locally to the at least one electronic display apparatus keeps the storage of the at least one image after loss of connection to the network central processor.

11. (original) Use of the electronic display system according to claim 1 for outdoor advertising.

12. (currently amended) Method of displaying an image on an electronic non-volatile display device of an electronic display apparatus, which electronic non-

volatile display device is able to retain an image after power is switched off and has the form of an endless loop and which displayed image is composed by a certain number of pixels, the method comprising:

- receiving from a network central processor at least one image to be displayed on the electronic non-volatile display device,
- storing in a storage means local to the electronic non-volatile display device the at least one image to be displayed on the electronic non-volatile display device received from the network central processor,
- transferring the at least one image from the local storage means to a display driver circuit,
- feeding a printhead with signals from the display driver circuit driving the electronic non-volatile display device in accordance with the image transferred to the display driver circuit,
- whereby the printhead includes a plurality of electrodes arranged in one or more rows, whereby the number of electrodes is lower than said number of pixels, and
- whereby the method comprises displaying the image over a first viewable face and optionally over a second viewable face.